

Message Text

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PAGE 01 TOKYO 01209 270920Z

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ACTION EA-09

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R 270846Z JAN 76
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TO USDOC USTS
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UNCLAS TOKYO 1209

E.O. 11652: N/A
TAGS: ETRD
SUBJECT: WEEKLY HIGHLIGHTS

SUMMARY: REPORTS ON MAJOR ACTIVITIES AT USTS TOKYO DURING
WEEK ENDING JANUARY 24. END SUMMARY.

JW-6-433. 1. A GROUP OF 21 JAPANESE USA TRAVEL PLANNING CENTER
SPECIALISTS RETURNED FROM THE USA ON JANUARY 25 FOLLOWING A 10-DAY
FAMILIARIZATION TOUR FUNDED BY USTS. THIS GROUP REPRESENTS 21
NATIONWIDE LOCATIONS IN THE JAPAN TRAVEL BUREAU NETWORK, JAPAN'S
LARGEST TRAVEL AGENCY/WHOLESALE. THE GROUP VISITED SAN FRANCISCO,
LAS VEGAS, GRAND CANYON, SAN DIEGO, LOS ANGELES, HILO, KONA AND
HONOLULU, ESCORTED BY USTS/TOKYO SALES MANAGER SADA O ENDO.

2. USTS/TOKYO HAS FINALIZED A NEW MEDIA TOUR PROJECT FOR JAPAN'S
TOPMOST TRAVEL PROGRAM "AROUND THE WORLD", TELECAST WEEKLY ON THE
NATIONWIDE TBS-TV COMMERCIAL TELEVISION NETWORK. THE PROJECT AIMS
AT PRODUCTION OF AT LEAST SIX HALF-HOUR FEATURES WORTH AN ESTIMATED
TOTAL OF DOL\$363,000. DESTINATIONS FOR FILMING INCLUDE NEW YORK CITY,

NATCHEZ, ASHEVILLE, GREAT SMOKEY MOUNTAINS NATIONAL PARK,
KNOXVILLE, OKLAHOMA CITY, LOS ANGELES, NEW ORLEANS, FLORIDA KEYS,
AND ANNUAL PONY PENNING WEEK AT CHINCOTEAGUE, VIRGINIA. THE
PROJECT IS DIRECTED TOWARD EXPOSURE FOR DESTINATIONS IN THE
MIDWEST AND EAST COAST REGIONS IN LINE WITH RELEVANT TOUR
DEVELOPMENT PROGRAMS. IN FY75, THIS PROGRAM'S PRODUCER
DELIVERED NINE HALF-HOUR FEATURES ON U.S. TRAVEL DESTINATIONS,
ALSO UNDER USTS SUPPORT.

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3. A SERIES OF FOUR AGENCY TRAINING SEMINARS WILL BE HELD BY USTS/TOKYO IN COOPERATION WITH JAPAN CREATIVE TOURS, PRODUCERS OF THE JALPAK TOUR PACKAGES. THE SEMINARS ARE PLANNED FOR TOKYO, OSAKA, NAGOYA AND FUKUOKA BETWEEN JANUARY 28-FEBRUARY 6, AND WILL BE ATTENDED BY AN ESTIMATED 850 TRAVEL AGENCY REPRESENTATIVES. USTS' AUDIO-VISUAL PRESENTATION FEATURING THE U.S. BICENTENNIAL WILL BE PRESENTED ALONG WITH TIMELY INFORMATION ON BICENTENNIAL ACTIVITIES AND ATTRACTIONS.
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